

Rep Order# 7907041 Ver# 10 Status Returned Traffic Order# 25100 Printed: 10/16/2012 8:59 AM 1 of 7
EC'd Yes Last Received: 09/25/2012 10:34 AM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# C23C29
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDER/C23C29
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

REMARKS

Pls see new na's on lns 54 & 67, plus orig na's sent on my previous version 8 on 10/11.

Total na's \$9150, total cleared as ordered \$7165.

All discussed per telecon Maria/Jenny

Pls advise if we should move ahead with mgd pkg

and I will start on it.

Thanks so much for all of your help on this one!!!

Go eat lunch lady!!

Jen

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	TU-W,F	TODAY	9A-10A	:30	10/23-10/26	3	\$100.00	3
Rating: 1.3								
Buyline Comment: 1/DAY								
4	M	TODAY	9A-10A	:30	10/29-10/29	1	\$100.00	1
Rating: 1.3								
5	TU-TH	RACHAEL RAY	10A-11A	:30	10/23-10/25	3	\$55.00	3
Rating: 1.5								
Buyline Comment: 1/DAY								
8	M	RACHAEL RAY	10A-11A	:30	10/29-10/29	1	\$55.00	1
Rating: 1.5								

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814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
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9	TU-F	STUDIO 5	11A-12P	:30	10/23-10/26	4	\$35.00	4
Rating: 1.1 Buyline Comment: 1/DAY								
13	M	STUDIO 5	11A-12P	:30	10/29-10/29	1	\$55.00	1
Rating: 1.1								
14	TU-W	NEWS @ NOON	12P-1P	:30	10/23-10/24	2	\$100.00	2
Rating: 2.1 Buyline Comment: 1/DAY								
16	M	NEWS @ NOON	12P-1P	:30	10/29-10/29	1	\$100.00	1
Rating: 2.1								
17	W-F	DAYS OF OUR LIVES	2P-3P	:30	10/24-10/26	3	\$80.00	3
Rating: 1.1 Buyline Comment: 1/DAY								
20	M	DAYS OF OUR LIVES	2P-3P	:30	10/29-10/29	1	\$80.00	1
Rating: 1.1								
21	TU-TH	DR PHIL	3P-4P	:30	10/23-10/25	3	\$50.00	3
Rating: 1.1 Buyline Comment: 1/DAY								
24	M	DR PHIL	3P-4P	:30	10/29-10/29	1	\$50.00	1
Rating: 1.1								
25	SU	SUNDAY EDITION	9A-930A	:30	10/28-10/28	1	\$40.00	1
Rating: 1.7								
26	SU	MUSIC & SPOKEN	930A-10A	:30	10/28-10/28	1	\$175.00	1
Rating: 5.4								

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27	SU	MORMON TIMES	10A-1030A	:30	10/28-10/28	1	\$20.00	1
Rating: 4.3								
28	TU-TH	KATIE	4P-5P	:30	10/23-10/25	3	\$90.00	3
Rating: 2.0								
Buyline Comment: 1/DAY								
31	M	KATIE	4P-5P	:30	10/29-10/29	1	\$90.00	1
Rating: 2.0								
32	TU-F	TODAY	5A-6A	:30	10/23-10/26	4	\$10.00	4
Rating: 0.7								
Buyline Comment: 1/DAY								
36	M	TODAY	5A-6A	:30	10/29-10/29	1	\$10.00	1
Rating: 0.7								
*37	TU-F	TODAY 2	6A-7A	:30	10/23-10/26	4	\$100.00	4
Rating: 2.2								
Buyline Comment: 1/DAY								
Station Remark: V10 4x na, rate to clear \$525								
41	M	TODAY 2	6A-7A	:30	10/29-10/29	1	\$100.00	1
Rating: 2.2								
*42	TU-F	TODAY	7A-8A	:30	10/23-10/26	4	\$250.00	4
Rating: 2.7								
Buyline Comment: 1/DAY								
Station Remark: V10 4x na, rate to clear \$1300								
*46	M	TODAY	7A-8A	:30	10/29-10/29	1	\$250.00	1
Rating: 2.7								
Station Remark: V10 10/29 na, rate to clear \$1300								

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Buyer Patricia Dome		Flight Dates 10/23/2012 - 10/29/2012		Salesperson FAX#				
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*80	SU	NEWS	10P-1035P	:30	10/28-10/28	1	\$900.00	1
Rating: 7.3								
Station Remark: V10 1x na, rate to clear \$3000								
*81	F	GAME NIGHT LIVE	630P-7P	:30	10/26-10/26	1	\$120.00	1
Rating: 2.4								
Station Remark: V10 1x na, rate to clear \$500								
82	SA	GAME NIGHT LIVE	630P-7P	:30	10/27-10/27	1	\$30.00	1
Rating: 2.9								
83	M	REVOLUTION	9P-10P	:30	10/29-10/29	1	\$600.00	1
Rating: 4.3								
*84	TU	THE VOICE	7P-8P	:30	10/23-10/23	1	\$850.00	1
Rating: 5.3								
Station Remark: V10 1x na, rate to clear \$6500								
85	W	CHICAGO FIRE	9P-10P	:30	10/24-10/24	1	\$400.00	1
Rating: 6.1								
86	F	WHITNEY/COMM	7P-8P	:30	10/26-10/26	1	\$550.00	1
Rating: 5.8								
*87	SU	SUNDAY NIGHT FB	615P-930P	:30	10/28-10/28	1	\$1,000.00	1
Rating: 5.7								
Station Remark: V10 1x na, rate to clear \$5200								

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---SALES MONTHLY TOTALS---

Oct 12:	70 / \$13,270.00	Nov 12:	17 / \$3,045.00
Sales Totals: 87 / \$16,315.00			
Station Totals: 87 / \$16,315.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

	Market Totals	\$81,575	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
			KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	
Books	null						
Demos	RA35+						